

**“Market Enhancement for Water-Efficient Products”
Stakeholder Meeting
Hotel Washington, Washington Room
15th and Pennsylvania Avenue, NW
Washington, D.C. – October 9, 2003**

**Speech by James A. Hanlon
Director, Office of Wastewater Management
United States Environmental Protection Agency**

Welcome

Good morning. I am Jim Hanlon, the Director of the Office of Wastewater Management in the Office of Water here in Washington. I'd like to welcome everyone to our first stakeholder meeting to explore designs for a Market Enhancement Program for Water-Efficient Products. I'd also like to extend a special welcome to our international guests today. I understand that in addition to our panelists from Australia and Canada, there are others here from those countries and also a representative from the French Embassy. We're very excited to see such a diverse group of people who are interested in market-based approaches to achieving water efficiency. A lot of the credit for stimulating stakeholder interest in this initiative should go to a couple of folks here today: Ed Osann (Oh-SAN), a panelist in today's meeting representing Friends of the Earth, and Al Dietemann (DEET-a-mun) from Seattle Public Utilities. Ed and Al helped assemble a diverse list of 117 stakeholder groups who support an EPA

water-efficient product labeling program. That list was sent to EPA in July by Mayor Nickels of Seattle and Brent Blackwelder of Friends of the Earth.

Why Do People Care?

Clean and safe water is one of our nation's top priorities, and the cost of providing it is greatly impacted by how water efficient we are as a nation. Not only do we need to be more water-efficient to reduce the need for water and wastewater facilities, but to preserve water supplies as well. According to a recent US General Accounting Office study, under non-drought conditions, 36 states anticipate freshwater shortages in the next ten years. The efficient use of water also has environmental benefits because aquatic habitats are protected and power plant emissions are reduced due to less energy use. We believe that this country can and should be a leader in water efficiency.

What is the Program?

The Water Efficient Product Market Enhancement Program is a major step toward partnerships with manufacturers, retailers, water and wastewater systems, municipalities, states, consumer organizations, and environmental groups, with the goal of greater water efficiency through market-based approaches. This program is in the beginning stages, and this meeting will serve

as both an informational meeting and an opportunity to generate and gather ideas.

We have assembled panelists who represent a broad range of perspectives and experience to help us in the discussions today. We expect that the input we receive today, and in subsequent stakeholder meetings, will help us to refine program goals, identify market opportunities, explore program approaches and products of interest, and identify and build partnerships to make this happen. We are extremely interested in your suggestions for this young program, including potential pitfalls to avoid. Working cooperatively with you and other stakeholders, we are confident that we can create a successful program that makes this nation a leader in water efficiency.

Introduction of Tracy Mehan

I'd now like to introduce Tracy Mehan, the Assistant Administrator for Water, and one of the strongest supporters of this program.

G. TRACY MEHAN, III
ASSISTANT ADMINISTRATOR FOR WATER
UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

As EPA's Assistant Administrator for Water, Tracy Mehan has responsibility for implementing the nation's Clean Water Act and Safe Drinking Water Act, along with other environmental statutes, in collaboration with state and tribal partners.

From 1993 to 2001, Mehan served as Director of Michigan's Office of the Great Lakes and a member of Governor John Engler's Cabinet, coordinating policy on a variety of issues including toxic contamination, aquatic nuisance species (exotics) and water diversions. He represented Michigan on the Great Lakes commission, an interstate compact organization, and its executive committee. He also served on the board of the Great Lakes Protection Fund, a \$140 million endowment established by the governors of the region as well as the Water Quality Board of the International Joint Commission.

Mehan chaired the Michigan Mercury Pollution Prevention Task Force, a public-private body which initiated numerous mercury minimization efforts

including the phasing out of 9.8 metric tons, per year, of mercury in convenience light switches previously used by the Big Three auto companies.

Mehan was formerly Associate Deputy Administrator of the U.S. Environmental Protection Agency (1992), where he coordinated policy issues for the agency and represented the Deputy Administrator in interactions with federal, state, and local agencies.

From 1989 to 1992, he was Director of the Missouri Department of Natural Resources, which included divisions of environmental quality; parks, recreation and historic preservation; energy; geology; and land survey. He represented the state in the Missouri Basin States Association, the Upper Mississippi River Basin Association, and the Midwest Interstate Low- Level Radioactive Waste Compact Commission.

Mehan holds a Bachelor's Degree in history from St. Louis University, Missouri, and a Juris Doctor from the St. Louis University Law School. He is member of the Missouri Bar Association and the Bar Association of Metropolitan St. Louis. As a practicing attorney for many years, he concentrated in the area of civil litigation.

Mehan was an Adjunct Professor at the Thomas M. Cooley Law School and Michigan State University Detroit College of Law in environmental law.